



With almost 14,000 residents, Pelican Bay is an intricate and unique community with a wide variety of amenities, activities and benefits.

Pelican Bay’s new Annual Member Guide is the residents’ complete reference resource.

Items covered in the Guide include:

- Amenities**
Tennis • Beaches
Restaurants • Fitness Center
Beach Fitness Classes
Parks & Nature Trails
Berms, Boardwalks & Trams
Community Center • Meetings
Sailboats • Canoes

- Groups and Organizations**
Pelican Bay Foundation
Pelican Bay Services Division
Pelican Bay Property Owners

- President’s Council**
Pelican Bay Women’s League
Men’s Coffee

Map of Pelican Bay

History of Pelican Bay

Important Telephone Numbers

Membership Information
such as annual assessment fees, guest passes, etc.

Market research conducted for the Pelican Bay Foundation indicates the following about Pelican Bay Residents:

Median Age:	60
Full-time Residents:	60.0%
Seasonal Residents:	40.0%

Employment Status

Full-Time:	24.7%
Part-Time:	11.4%
Retired:	61.3%

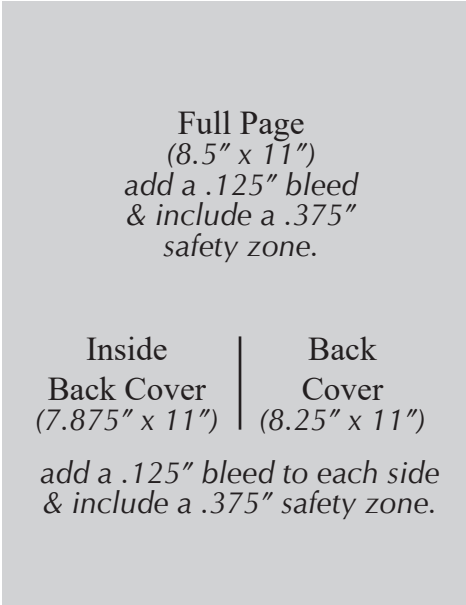
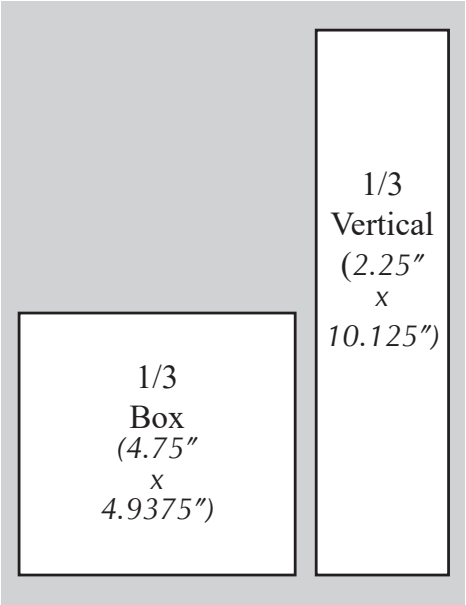
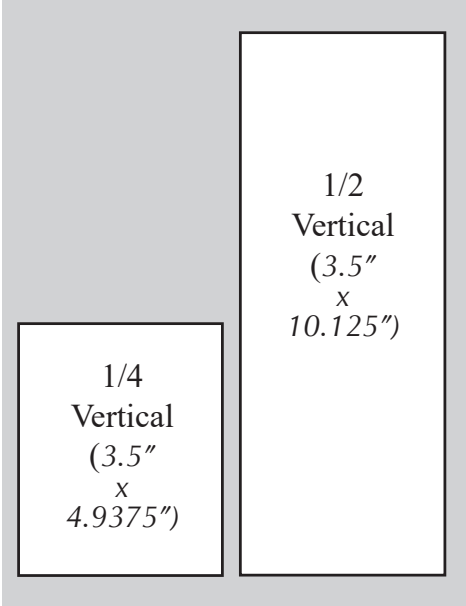
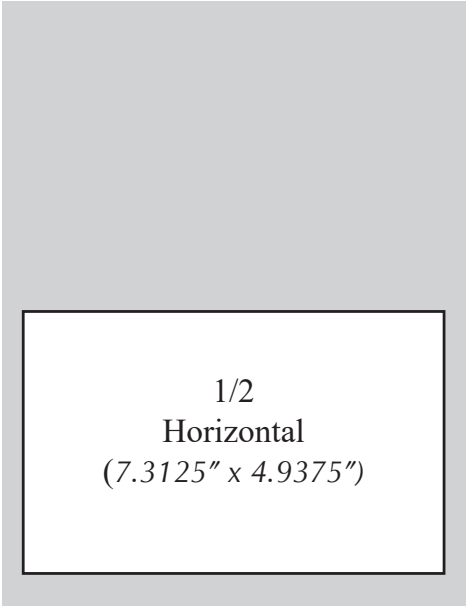
Type of Home

Single-Family:	14.5%
High-Rise:	24.7%
Mid-Rise:	31.4%
Town House/Villa:	23.4%

Average Home Value

Overall \$1.5 million

Ad Dimensions



Circulation: 10,000: 6,800 direct mailed to residences; 3,200 given out throughout the year to new residents, visitors, etc. Guides are mailed to the address on file with the Pelican Bay Foundation for each member.

Readers: 11,000 to 15,000, depending on time of year.

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